



Moontide
CONSULTING

DIGITAL MARKETING SERVICE OFFERINGS

Global spa and wellness leaders have an opportunity to maximize their digital marketing results. The impact of COVID-19, government lockdowns and customer fear is devastating. Spa, hotel and tourism are a people business. In today's business climate it is critical to actively build and participate in a variety of digital, social and online communities.

The primary focus of most spa teams is not technology or marketing. It is providing great service to clients, helping people feel good and creating an environment of wellness, peace and serenity.

The research shows that many spa and hospitality companies are still using marketing tactics from 1999. Our **Digital Hospitality 360 Solution** is designed to help spas of all sizes reach new levels of success.



Digital Marketing Strategy to Connect Your Audience

- Review and analyze your current client base and customer journey.
- Identify and engage the right audience and sources for digital marketing.
- Improve e-commerce, email, and engagement to extend retail sales.



Data-driven Audits for Website and Social Media

- Gain insights on current visitors to your spa media properties.
- Understand the keywords and search phrases that bring traffic to your website.
- Create retargeting strategies for people who visit your blog or website.



Nurture Growth with Robust Online Visibility

- Find the right channels, platforms and mediums for your ideal clients.
- Mix content types and topics to drive the most interest from visitors.
- Producing content to build authority, gain awareness and boost engagement.



Social Media Content Development

- Create engaging and attention grabbing brand messages.
- Tailor content to match the target demographics of your desired audience.
- Understanding what content performs best and create more for the future.



Social Media Promotions to Support Retail Sales

- Show your clients appreciation and recognition for their purchase.
- Target site visitors who have not completed the checkout process.
- Develop your custom audience for advertising on Facebook, Instagram and more.



Complete Social Media Management

- Let us manage your entire social media and digital effort.
- Focus on social networks that work the best and drive the most relevant traffic.
- Set goals for your social accounts including traffic, followers and engagement.



Monthly Reports and Analytics

- We identify success metrics, KPIs and track progress.
- Test different platforms and results to optimize and scale efforts.
- Quarterly review and adjustments for consistency and ROI.

